

Understanding Your Report

To demystify the report and help you understand the insights it provides.

ROI (RETURN ON INVESTMENT):

What it means and why it's important to understand.

CONTRIBUTION:

How each marketing channel is contributing to your bottom line.

OPTIMIZATION SUGGESTIONS:

What to focus on for the best marketing ROI.



How to Interpret Your Results:

1. *Don't just focus on the numbers; think about how each recommendation impacts your business.*
2. *If something seems off (e.g., ROI appears too high), check your data inputs first.*

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